



Curriculum Overview

A unique collaboration with William Jewell
College

A fiercely practical program to take your idea from zero to one

Ideate

Test

Build

Scale

Iterate

Launch a thriving, scaling business and get an accredited MBA

The MBA takes the typical journey of a business launch, and breaks it down into 80, hyper- practical week-long sprints.

The experience is designed to guide you through the most challenging stages of starting and scaling a business; from uncovering a deeply felt pain point to finding the ‘heat’ of early traction and building the first version of your product.

Entrepreneurship requires you to take risks and make mistakes — which is why our curriculum is designed to provide the time for you to get things wrong, course-correct, and then accelerate.



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Sprints, classes, and semesters

The curriculum is made up of 12 x 6 week classes, across 4 semesters (18 months in total), which build to a 36 credit-hour Masters in Business Administration, accredited by William Jewell College.

You are not learning to start a business. You are becoming a founder.

This program is designed for people who dream of owning their own business but are held back by a thread of self-doubt. You will be assigned a 121 mentor, with hyper-aligned specialist industry knowledge, and a squad of same-stage founders. Your mentor, squad, and the curriculum will hold you to account at each stage - but this journey will also depend on your unwavering commitment.

Beyond the practical tactics required to progress, each Class explores the unique habits, mindset and characteristics of modern entrepreneurs. This is a process of deep personal transformation.



Semester 1 Months 1-4

Discovery Lab

Entrepreneurial Foundations

3 credit hours

Uncover the secrets of your customers, through hands-on discovery work. In this Class you will move quickly from storyboarding ideas, into the field, to validate your hunches and apply modern user-research techniques to pinpoint a deep-seated problem that your target customers are willing to pay to solve.

Customer Centricity

3 credit hours

Build expert knowledge of your customer niche, by identifying and validating your riskiest assumptions. You will combine science with the fine art of entrepreneurship, as you look to systematically build confidence in each component part of your value proposition. You will understand when to iterate, pivot or persevere and identify the source of your unfair advantage.

Entrepreneurial Marketing

3 credit hours

You have a strong idea, rooted in a deep-held customer problem, now prove that customers are ready to pay you to solve it. In this Class we will explore the tactical craft of demand validation - building the most minimal version of your product and exploring the recommended marketing channels of the early-stage entrepreneur.



Semester 2 Months 5-9

Traction Challenge

Market Experimentation

3 credit hours

This 6 week Class is the most exciting stage for any entrepreneur. The traction challenge focuses squarely on finding 'heat' - that special signal that customers are ready to buy. You will work with marketing channel experts, to build out campaigns and sequences, looking for the perfect formula of [Problem + Audience + Solution + Messaging] that excites your customers into tangible action - we call this traction.

Product Market Fit

3 credit hours

Once we have proven demand - we focus on the options to build your solution. We will explore a range of ways to develop your first minimal viable product (MVP), from AI app-building tools, to a stall at your local food market, from no-code platforms and clickable prototypes, to 3D image rendering and drop-shipping. You will select a pathway to your minimal viable product according to your product category and specific level of technical expertise.

Product Experimentation

3 credit hours

In this second stage of product development, you will build out your MVP and execute a series of Build-Measure-Learn cycles on your way to Product-Market-Fit. The Class draws on case studies to observe how founders use lightweight techniques to engage, retain, and delight their customers. Each week founders will measure and share progress around their experiments according to their North Star goal.



Semester 3 Months 10-14

Fueling Growth

Capstone Project I

3 credit hours

Capstone Project I provides a point to reflect on your progress to date. Founders will review the status of their business with their 121 mentor, and make bold decisions on whether to pivot, iterate, or persevere.

Leadership and Strategy

3 credit hours

What makes your brand strikingly unique and difficult to copy? Here we explore the challenges of modern start-ups to find powerful points of difference from their competitors - based on a sober diagnosis of the obstacles you face. The Class then guides you to articulate your brand positioning, brand narrative, and tone of voice, before reviewing a series of practical frameworks that support evidence-based decision-making.

Entrepreneurial Finance and Funding

3 credit hours

What are the critical drivers behind your business' growth? In this hyper-practical Class, you will understand and build out the unit economics of your business - being guided through each stage with a series of case studies. The Class then explores the different ways you might fund your product development and growth, as you design and develop your business' three-year plan based on a small number of critically important assumptions.



Semester 4 Months 15-18

The Entrepreneurial Gym

Technology and Innovation

3 credit hours

What is the typical business 'stack' of the modern entrepreneur? In this Class, we turn to the technologies, processes, metrics and management tools that drive all successful businesses towards sustainability. You will work from your North Star and newly designed strategy, exploring different approaches to business planning and execution. The Class leans heavily into Design Thinking, providing a series of innovation frameworks to ensure that your business continues to thrive, solving big problems in creative ways.

People and Ethics

3 credit hours

What kind of organization do you dream of leading? How will you recruit and train your people to see through that vision? This Class explores the immediate options you have to start to scale your team. Whether that's a co-founder, advisor, freelancer, or GPT assistant, you explore creative ways to increase your capacity and productivity as a founder. You will then work to align your organization with your own unique worldview - reviewing examples of extraordinary businesses' ethical standpoints.

Capstone Project II

3 credit hours

Your final project will celebrate all of your progress with a Capstone 'pitch-deck' presentation, to mentors and investors. Your presentation covers your journey as a founder, underlining your personal transformation, and the critical mistakes, breakthroughs, and lessons learned. Your business does not need to be a run-away success to prove that you have understood 'how to be a founder' and demonstrated extraordinary commitment to finding traction and Product Market Fit.



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Assessments and assignments

The MBA is not designed to test your memory of business theory or concepts, but to guide you to build a sustainable, growing business. As such, all of our assessments take the form of practical work that are highly recommended stages of a typical business-building journey.

You will never be asked to write essays or take tests, but provide real-world evidence of the work you carry out each week. For example, in Class 3, you will understand how to use AI to build a landing page, and then how to market your idea through a modern marketing channel like paid ads or cold outreach through LinkedIn.

Each weekly submission is a practical task designed to keep you accountable for your business' progress. You cannot progress to the next semester without passing each Class.



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